NMTA Grow Boating Committee
Tuesday, October 13, 2026
10:00 a.m. – Noon

NMTA Members Present:
Mike Kirshenbaum – Global Marine Insurance
Sam Bisset – Fluid Motion
Nick Graf – Aspen Power Catamarans
Steve Dittoe – Everett Yacht Sales

10:00 - 10:10 **Welcome/Budget Update** **Karsten/George**

NMTA currently has $98,208 of unspent designated Grow Boating funds and will receive an additional $33,500 in February from the 2027 Seattle Boat Show Grow Boating surcharge for a total available budget of $131,708 for the fiscal year ending June 30.

Other Grow Boating expenses between now and June 30 include: 1) Grants for $10,000, 2) PR for $10,640, 3) Bullseye Social Media Campaign for $30,000.

10:10 – 11:30 **Social Media Creative Strategy Presentation** **Peter Klauser/ Bullseye Creative**

After getting feedback from committee members, Board members and staff via a survey that was sent out in lieu of the September Grow Boating Committee meeting, Bullseye Creative created a final 2026 – 2027 Grow Boating Social Media Strategy and Content Planner that Peter Klauser and Huso Paco shared with the committee for feedback. In summary, the feedback emphasized attracting new boaters and buyers, inspiring existing boaters to get on the water more often, increasing boat show exposure and attendance, reaching younger audiences, and positioning NMTA's shows as year-round boating resources. With this feedback, the following strategy was decided:

- **Strategy and channels:** The campaign begins immediately and runs through September 2027. The plan provides professional guidance on content strategy, posting cadence, and a year-round calendar. Existing Seattle Boat Show and Anacortes Boat & Yacht Show social media channels will be used to reach audiences where they are already active, with content shared across channels as appropriate.

- **Content approach:** Between show promotional periods, content will maintain an equal balance of three pillars: education, inspiration, and entertainment. Peter shared examples and creative inspiration, emphasizing accessible boating experiences, practical information, destinations, relatable humor, and authentic content. Potential partnerships with local content creators may require additional budget.

- **Schedule and cadence:** Year-round content begins with three posts per week through mid-December 2026. Seattle Boat Show promotion runs from mid-December through mid-February, with 3-4 posts per week and daily posts during the Feb. 5-13, 2027 show. Content returns to twice weekly between shows. Anacortes Boat & Yacht Show promotion runs from April through May, with increased posting ahead of and during the May 20-22 show. Twice-weekly content continues

from June through September 2027.

- **Calls to action and measurement**: Calls to action will vary by campaign phase, including encouraging likes, comments, and shares between shows and directing audiences to ticket giveaways, ticket purchases, and event landing pages during promotional periods. Success will be measured through click-through rates, website traffic, contest entries and subscribers, follower growth, engagement, and content frequency.

- **Campaign goals and resources:** Targets include 5% follower growth to approximately 31,000, a 25% increase in published content to 500 posts, 5% growth in impressions/views to 6.56 million, and a 10% increase in engagement to 6,000. The proposed scope includes 195 hours over 13 months, with more effort allocated during show promotion periods.

- **Creative concept:** The initial creative direction uses humor around AI-generated marketing to emphasize authentic boating experiences and human connection, transitioning into Seattle Boat Show promotion.

11:30 – 11:50 Grow Boating Digital Advertising Campaign Karsten/Floyd

The committee discussed the Grow Boating Seattle Boat Show digital advertising campaign that saw a YOY increase from 2025 to 2026 with the following results:

- Redeemed tickets increased from 1,094 at SBS25 to 1,773 at SBS26, a 62% increase.
- First-attendees increased to 24%
- Click through rate was up 17% from SBS25
- Campaign significantly outperformed SBS26 organic social media campaign
- The actual spend was $23,285 compared to the $25,000 planned spend.
- Nick Graf reported he sold a tender to a young couple that attended the show because of the promotion

Don Morgan/GMA Research reported that first-time attendees' guest satisfaction was exceptionally high: 9 in 10 rated the show 4 or 5 stars, would recommend it, and said it met or exceeded expectations.

Mike Kirshenbaum motioned to increase the budget to $30,000 and repeat the advertising campaign again for the 2027 Seattle Boat Show. Sam Bissett seconded the motion. The motion passed.

11:50 – 12:00 Boat Geeks Radio George

George Harris asked the committee for feedback on Boat Geeks Radio and if there was any way it could work as part of the Grow Boating social media campaign. The committee had concerns about the music being partly AI-generated and the possibility of criticism towards NMTA and Grow Boating for using AI-generated content. The committee agreed it would not be smart to use on social media due to the possibility of criticism, but that it could maybe be used as background music in a public space such as the Seattle Boat Show.

12:00 – Meeting Adjourned